

**Claims**

1. A entertainment sponsorship marketing system including:
  - a business operation having an owner, said business operation featured on a show having a storyline related to said business operation, wherein said business operation comprises independent commerce value distinct from said show;
  - a product incorporated into said storyline such that a nexus exists between said business operation and said product, said product configured to facilitate substantial resolution of certain issues related to said business operation; and
  - said storyline configured to demonstrate said product in context of said business operation.
2. The marketing system of claim 1, wherein said product includes a network for facilitating communication between owners of similar business operations.
3. The marketing system of claim 1, wherein said product includes financial assistance products.
4. The marketing system of claim 1, wherein said product includes at least one of a transaction card, a financial service and a loan service.
5. The marketing system of claim 1, wherein said show is a reality television show.
6. An integrated marketing system incorporating multiple media channels including:
  - a first marketing channel which broadcasts a show having a storyline related to a business operation, said show incorporating a product into said storyline such that a nexus exists between said business operation and said product, said business operation having an owner and certain issues related to said business operation and wherein said business operation comprises independent commerce value distinct from said show; and,
  - a second marketing channel which is configured to demonstrate benefits of said products in the context of said business operation.

7. The integrated marketing system of claim 6, wherein said second marketing channel utilizes comments from said owner to demonstrate benefits of said products in the context of said business operation.

8. The integrated marketing system of claim 6, wherein said second marketing channel facilitates resolution of said issues related to said business operation.

9. The integrated marketing system of claim 6, wherein said second marketing channel facilitates receiving input from third parties regarding suggestions for resolution of said issues related to said business operation.

10. The integrated marketing system of claim 6, wherein said first marketing channel is a television broadcast and said second marketing channel is at least one of a radio, internet, email, bulletin board, chat room and commercial.

11. The integrated marketing system of claim 6, wherein said second marketing channel broadcasts said benefits of said product immediately at least one of before and after said first marketing channel broadcasts said product.

12. A marketing contest method comprising:  
broadcasting, using a first marketing channel, a show having a storyline related to a business operation, said show incorporating a product into said storyline such that a nexus exists between said business operation and said product, said business operation having an owner and certain issues related to said business operation and wherein said business operation comprises independent commerce value distinct from said show;  
receiving suggestions from a plurality of participants, using a second marketing channel, for resolution of said issues related to said business operation;  
selecting at least one of said suggestions as a winning suggestion; and,  
providing an award to said participant.

13. The marketing contest of claim 13, wherein said award includes at least one of said participant appearing on said show and said winning suggestion incorporated into said storyline of said show.

14. The marketing contest of claim 13 further comprising transmitting, using said second marketing channel, said suggestions to said show.